

Signal Strength - Building Effective Relationships with Media

Presented by:

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- Specialized in maximizing all aspects of marketing for clients, including media planning, ad buying, promotions, public relations, media sponsorship negotiations and social media programming.

Presentation Overview

1. Be Organized
2. Make Their Job Easier
3. Treat Them with Respect
4. Make Them Money

Be Organized - Know What to Ask For and Who to Ask

Marketing

...an umbrella term that refers to all the collective ways an organization promotes itself and includes, but is not limited to, advertising, promotions and public relations.

Public Relations

...refers to a story covered by a media outlet but reflects that media outlets opinion about the topic. Content controlled by the media outlet.

Media Coverage Generated through News Department

TV Station Contact:

Assignment Editor or News Desk

Radio Station Contact:

Program Director or News Director

Print/ Digital Media Contact (newspaper, magazine, websites):

Section Editor or Writer

Advertising

...refers to material that the organization developed and retains control over the presentation of the piece. Content controlled by organization.

Media Coverage Generated through Sales Department

TV Station Contact:

Account Executive

Radio Station Contact:

Account Executive

Print/ Digital Media Contact (newspaper, magazine, websites):

Account Executive of Sales Representative

Promotions

...links resources of the media outlet with the resources of the organization the create excitement and “buzz.”

Promotions

Media Coverage Generated through Promotions Department

TV Station Contact:

Promotions Director or Community Relations Director

Radio Station Contact:

Promotions Director

Print/ Digital Media Contact (newspaper, magazine, websites):

Account Executive of Sales Representative

Media Implementation Plan – The A-B-C’s

A. Secure Media Partners First

- Media partners exponentially increase events’ sponsorship value
- Learn about media’s marketing goals
- Media needs the lead time to prepare

B. Collect the Details

- Create a Media Calendar
 - ⊕ Know deadlines set by media for ads, PR and promotions
- Create Deliverables List (see attached sample)
 - ⊕ Get specs: ads, web tiles, spot lengths, copy points, etc.

A Missed Deadline Is A Missed Opportunity

C. Anticipate Production Needs

- Send fresh relevant content regularly
- Personalize copy per media outlet or “station personality” while maintaining event’s core messaging
- Make sure your event pitch speaks to the unique audience on each individual media entity
- Know when to use “high res” or “low res”

Make it Easy - Help the Media Help Your Event

Make Media's Job Simpler - Plug and play

- Their resources are getting sparse
- Send "plug and play" materials
 - ⇒ Well written press releases & copy
 - ⇒ Timely, relevant, endemic, local
 - ⇒ Provide contact for more detail
- Anticipate their needs
- Build promotions/ copy that are relevant and endemic to media outlet
 - ⇒ Link to promotions already planned by media outlet
 - ⇒ Find natural shared interests between event and specific on-air talent

R-E-S-P-E-C-T

Media Sponsors are Equally Valuable - Show the Love

Consider Their Needs

- Meet face to face to learn their marketing goals
- Find solutions to meet their needs
- Keep media informed
 - ⇒ Share relevant news/ changes about event
- Invite media to the VIP functions
 - ⇒ Allow them to feel like a part of your team
- Give them an asset they can get excited about

Help Generate Revenue - Money Talks...

Utilize All Resources at Your Disposal

- Spend a little to get a lot
 - ⇒ "Prime the Pump"
- Provide them resources they may need for success
 - ⇒ Tickets, Un-buyable experiences, prizes
- Consider Alternative Revenue Streams for Media
 - ⇒ Be clear about expectations and put the terms in writing

Show Them the Money - Examples of Alternative Revenue Streams

- 3rd Party Client Sell Through Rights
 - ⇒ Event opens non-competitive categories for media to sell into
 - ⇒ Offer exhibit space at event
 - ⇒ Event tagged in all 3rd party spots related to promo campaign
- Offer unsold assets to media to pass through to clients
 - ⇒ Media need “added value” opportunities for their paying clients
 - ⇒ Event tagged in all 3rd party spots related to promo campaign
- Revenue Share
 - ⇒ Media uses open inventory to promote your event
 - ⇒ Event pays media percent of increased revenue after the fact

Thank you for joining us!

Jeannie McFarland Johnson & the CSG Marketing Team
are available for:

Event Marketing Consultations
Media Planning
Media Buying
Media Sponsorship Negotiations
Public Relations
Promotions
Cross-Platform Marketing

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